

2010 ACA board announced

The new board of directors for the Association for Communication and Advertising (ACA) was announced at the 2009 AGM held earlier this week in Johannesburg. The new board will once again be chaired by Reinher Behrens.



In his 2009 chairperson's report, Behrens highlighted some of the association's achievements of the past year. "2009 has undoubtedly been the toughest yet most successful year for the ACA. The year kicked off with the alcohol advertising debate, proposed regulations from ICASA, a brand new corporate identity for the ACA, a fresh new website and of course, the now annual APEX Awards," said Behrens.

2010 board of directors

	Board member	Designation	Agency
1	Chris Primos	CEO	Blast Communications
2	Jackie Du Rand	Group MD	Chilli Bush
3	Glen Lomas	CEO	DDB SA
4	NkwenkweNkomo	Chairman	Draft FCB
5	Paul Middleton	CEO	Ebony & Ivory
6	Mike Gendel (vice chairperson)	CEO	Gendel Advertising
7	Tim Byrne	CEO	Grey SA
8	Gareth Leck	CEO	Joe Public
9	James Barty (Cape Town representative)	Group CEO	King James
10	Anita Pendergrast	MD	Leo Burnett
11	Sarah Dexter	MD	Lowe Bull
12	Wayne Naidoo (vice chairperson)	CEO	Lowe Bull
13	Reinher Behrens (chair)	CEO	McCann Worldgroup
14	Paul Wilkins	CEO	Media Compete
15	Vanessa Vosloo	Deputy MD	MetropolitanRepublic
16	Nina Morris	CEO	Morris Jones
17	Abdulla Mya	MD	Network BBDO
18	Boniswa Pezisa (vice chairperson)	CEO	Network BBDO
19	Eric D'Oliveira	MD	Network BBDO
20	Evan Tyawa	CEO	O'Brian
21	Julian Ribeiro	MD	Ogilvy
22	Mark Spriestersbach	CEO	Publicis
23	Gail Curtis	CEO	Saatchi & Saatchi
24	Gavin Heron	CEO	TBWA
25	Alison Deeb	MD	The Jupiter Drawing Room

Behrens added that the 2010 board faced an interesting year ahead and would continue driving focal areas such as ensuring that members receive real, tangible value and benefit in exchange for their subscriptions, taking the APEX awards to the next level, showcasing the profession as important contributors to business success and transformation.

“Undoubtedly, the team will rise to the challenges presented and in so doing, continue building real trust, mutually beneficial partnerships with clients and industry stakeholders,” Behrens said.

On an operational level, Odette Roper ACA CEO, says that the association will continue the prospecting drive to grow the membership base and attract talent to the profession.

The AGM was held at the Museum of Military History in Saxonwold on Tuesday, 1 December 2009.

For more, go to www.acasa.co.za.

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